



The Arts Industry & The Economy

American consumers spent \$12.8 billion (\$42.80 per person) on admissions to performing arts events in 2005.¹

America's nonprofit arts industry generates \$166.2 billion in economic activity every year, resulting in \$29.6 billion in federal, state, and local tax revenues.²

The creative industries play a major role in building and sustaining economically vibrant communities, serve as magnets to attract businesses and their employees, and are the main reason for stimulating a marked increase in cultural tourism.³

1. *National Endowment for the Arts, Consumer Spending on Performing Arts, 2006.*

2. *Americans for the Arts, Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences, 2007.*

3. *U.S. Conference of Mayors, 2007.*

Bridging Resources

The creative field is intimately familiar with the art of managing scarce resources. This skill is especially relevant in times of economic uncertainty. In conversations with arts professionals from all over Arizona, I have been encouraged to hear about the different ways individual artists and arts organizations have transformed their shared realities by bridging resources.

For example, Mesa arts organizations banded together in the last two years to maximize resources when they faced aggressive budget cuts. Arizona Museum for Youth (AMY) and Arizona Museum of Natural History now consolidate exhibit installation staff when a sizeable team of professional art handlers is required, as with Jim Henson's *Fantastic World* and *Feathered Dinosaurs*. The Mesa Arts Center has been generous with their space, opening their facilities for programming and meetings because AMY has no auditorium. In northern Arizona, Flagstaff Cultural Partners (FCP) recently joined forces with the Grand Canyon Guitar Society to bring the Society's annual concert series to the Coconino Center for the Arts (CCA). Since then, concerts have played to standing-room only crowds, bringing FCP's theater back to life, while giving CCA welcomed exposure.

In some cases, local conversations have become springboards for growth beyond local geography. For instance, Annette Brink, the new executive director for Tubac Center for the Arts, is partnering with county artists, organizations, and businesses to sponsor an open studio tour extending from Green Valley-Sahuarita to communities throughout Santa Cruz County. Another local partnership entered into a national dialogue through a series of gallery exchanges between Phoenix and Milwaukee. Conceived by Kimber Lanning, owner of Modified Arts, in consultation with Marilu Knode, associate director of Future Arts Research at Arizona State University, this exchange was developed as a way to foster cultural dialogue and

create exhibition opportunities for mid-career artists working in Phoenix and throughout the country.

Meaningful collaborations are just as important for individual artists as they are for institutions. Artists are charged with the dual mission of negotiating creative pursuits while also acting as their own agent. Add the responsibilities of a day job or a family, and this becomes a daunting task for anyone to take on. This is where a perceptual shift needs to take place; contrary to romantic belief, the creative process need not be one experienced in isolation. Artists stand to benefit professionally and personally by forming networks where they can engage in critical discourse, read each other's proposals, share materials and studios, as well as discuss better business practices. Out of these support systems, artists can move forward not just individually but collectively.

In Tucson, for example, an informal alliance of artists and arts advocates combined their efforts to address a key local and national issue: affordable healthcare. Known as TAMHA, the Tucson Artists and Musicians Healthcare Alliance will provide information about existing healthcare options and best practices; support local, state, and federal movements to change the healthcare system; and establish a foundation/fund to support local artists and musicians.

Growing awareness of how creative partnerships can have a transformative effect on individuals and organizations will enable our arts community to thrive. Please share your stories with your local government officials, state legislators, and your local media. It is empowering to know that a stronger, positive future is just a conversation away.

Adriana Gallego
Visual Arts Director
Arizona Commission on the Arts

Websites

Americans for the Arts

2008 Annual Convention

The theme this year is American Evolution: Arts in the New Civic Life.

The convention will be held in Philadelphia, June 20 – 22, 2008.

Don't delay, register now at www.americansforthearts.org/events/2008/convention

ChoralNet

Are you into choral music? If so, then this is the site for you. It offers community opportunities such as Choralist and ChoralTalk, two mailing lists that allow choral musicians to exchange ideas; extensive resources; and partnership opportunities.

www.choralnet.org

Creative Capital Foundation

Creative Capital is a New York City-based nonprofit organization that acts as a catalyst for the development of adventurous and imaginative ideas by supporting artists who pursue innovation in form and/or content in the performing, visual arts, film and video, creative writing, and in emerging fields. Creative Capital is committed to working in partnership with funded artists, providing advisory services and professional development assistance along with multi-faceted financial aid and promotional support throughout the life of each Creative Capital project.

www.creative-capital.org

National Arts Journalism Program

The National Arts Journalism Program (NAJP) seeks to improve the quality of arts and cultural journalism, as well as its prestige in American newsrooms. The extent to which journalism is probing or superficial, broadly engaging or exclusive, helps determine the level of public appreciation of the arts. Since 1994, the NAJP has sought to advance arts and cultural news coverage by awarding fellowships, publishing a series of research reports, and convening major conferences.

<http://www.najp.org/>

National Association of Latino Arts and Culture (NALAC)

NALAC is dedicated to the preservation, development and promotion of the cultural and artistic expressions of the diverse Latino populations of the United States.

www.nalac.org

The Director's Column

One of our goals at the Arts Commission is to help Arizona artists live and thrive in their communities. Wherever I travel around the state, I can see how working artists contribute to the quality of life. I often say that my personal goal as executive director at the Commission is to ensure that every individual in Arizona takes pride in the fact that his or her neighbor is a painter, writer, dancer, actor, or musician.

Artists include the musicians that teach our children how to play the piano, the writers that create both the poetry that inspires us and our local newsletters, the singers and organist in our churches, and the painter that teaches a class for our city Arts and Recreation program. Artists create murals, build sculptures, and design landscapes that define our public spaces. Artists have always interpreted what it means to be an American—as well as an Arizonan.

Artists often find their careers based in partnership with arts organizations. Our symphonies employ over 80 musicians at a time. Our theaters work with designers, costumers, dramaturges, and actors. Dancers often divide their time between performance and teaching their craft. We are lucky to have a wide variety of visual arts galleries in Arizona: those in Scottsdale; Roosevelt Row and Grand Avenue in Phoenix; the galleries in Sedona and Flagstaff; those in Tucson, Nogales, and Bisbee; and others large and small across the state. These for-profit, nonprofit, and do-it-yourself galleries support a wide variety of Arizona artists throughout the year. Last year 62,520 artists participated in the programs of Arizona arts organizations.

This year, the Arts Commission expanded the number of artist project grants from 11 to 17. Though this is a modest increase, it is growth that we hope to continue. In October, the Commission will be sponsoring a workshop for artists in Tucson. This training session will be led by the team from the nationally recognized Creative Capital Foundation. We are also committed to increasing individual artist offerings at the Southwest Arts Conference, providing a place that artists can meet, exchange information, and learn new skills to expand and develop their careers. The Commission will also sponsor artist training activities and travel through our Quick Turnaround grant

programs. Currently we are developing a new and improved interactive web-based Teaching Artist Roster. This should be up and running in May for Teaching Artist applications, and will launch to the public in January 2009. This will provide access to educators and community organizations of all types to hire artists for performances, workshops, and school residencies.

Our staff and board members at the Arizona Commission on the Arts believe in the value of the individual artist in our society. Artists deserve support because they give so much to us—artistically and culturally. Join us in recognizing their talents and contributions. It's time that we all acknowledge the gifts they share so generously.

Robert C. Booker
Executive Director

Arizona Commission on the Arts

New and Improved SWAC 2009

The Commission is reimagining the conference model for 2009's Southwest Arts Conference – and your guidance can make all the difference! Stay tuned: in summer 2008, the Commission will solicit session proposals for SWAC32, to take place in early 2009. Session proposal deadlines, criteria, SWAC dates and location information are coming soon.

New Teaching Artist Roster Coming Soon

In fiscal year 2009, the Commission will launch a new Teaching Artist Roster to identify and promote high quality artists who maintain active careers as teaching and professional artists, and have particular expertise in collaborating with communities and schools to engage individuals in learning experiences in, through, and about the arts. For more information visit www.azarts.gov/teachingartistroster.

The State Roundup: Where Art is News

Julie Sasse, Chief Curator at The Tucson Museum of Art and Historic Block was awarded the prestigious Sterling and Francine Clark Art Institute Fellowship. She will travel to the Massachusetts-based institute to write the catalog for her upcoming exhibition, *Trouble in Paradise: Examining Discord Between Nature and Society*, slated to open in February 2009. Congratulations, Julie!

We want to send our best wishes to **Frances Sjoberg**, Literary Director at The University of Arizona Poetry Center. She will be leaving the Center to enter law school and will be studying constitutional law. Frances, a talented poet as well as an amazing administrator, has been an indomitable force in Tucson and in the state's literary communities.

This seems to be a season of goodbyes. We also want to report that **Regina Kelley** will be leaving her post as the executive director at VOICES in Tucson. Her work at VOICES has been inspired and inspirational!

The Scottsdale Cultural Council recently announced the appointment of **Dr. William H. Banchs** as its new president and chief executive officer. Join us in welcoming him to the arts community!

Our congratulations to **Robert Breunig** and his excellent staff at the Museum of Northern Arizona. The museum has recently broken ground on a \$5 million state-of-the-art Collections facility and has received interim accreditation from the American Association of Museums.

Herb Paine has accepted the position of Executive Director for the Arizona Humanities Council. Congratulations, Herb!

We were deeply saddened to hear that **Chryl Heubach Bohnenkamp**, executive director of the Central Community Theatre, lost her brave battle with cancer on April 8. Our thoughts and prayers go out to her family.

Poetry and Public Value



asking yourself, what is it about this program that draws so many young people to participate in a spoken word competition?

Poetry Out Loud seeks to foster the next generation of literary readers by building on the resurgence of poetry as an oral art form, as seen in the slam poetry movement and the popularity of rap music. *Poetry Out Loud* offers students a way to learn about classic and contemporary poetry through recitation while also building their self-confidence. What we and other sponsoring state agencies have discovered as an unexpected benefit outside of the learning aspect of the program is that participants—students, artists, teachers, and parents—have developed deep and lasting relationships within the greater *Poetry Out Loud* community.

This year's 14 diverse student finalists from across Arizona got to know each other even before they met on a blog site managed and facilitated by last year's state champion, Mark Jacobson. At the national level, the *Poetry Out Loud* program participates with the popular networking websites Facebook and MySpace, allowing students to meet, reflect on their experiences, and stay connected. The official *Poetry Out Loud* website (<http://poetryoutloud.org>) offers a forum with advice for first-year teachers and answers questions about the competition. State coordinators stay closely connected with participating schools, and maintain ties with other Poetry Out Loud Coordinators, the National Endowment for the Arts, and the Poetry Foundation. The *Poetry Out Loud* program has created strong relationships between participating organizations, agencies and schools, individual teaching artists, students and parents, and the Arizona community as a whole.

We wish Erik the best of luck as he competes in the National *Poetry Out Loud* Finals on April 28. We are sure that his experience in Washington, D.C., will be one he never forgets, and we hope that he returns to Arizona to share his stories.

Kim Willey
*Poetry Out Loud Coordinator
and Arts Learning Associate
Arizona Commission on the Arts*

Calendar

**1st Wednesday Workshops:
Informational Workshops on
Applying to the Teaching
Artist Roster & Artist
Projects Grants**

May 7, June 4, July 2, and
August 6, 10AM to Noon at
the Arizona Commission on the
Arts conference room, 417 W.
Roosevelt Street, Phoenix

**ACA Grant Review Panels
May 12 – 16, 2008**

ASU Downtown Center
Open to the Public

**Americans for the Arts
2008 Annual Convention
*American Evolution: Arts in
the New Civic Life*
Philadelphia, Pennsylvania
June 20 – 22, 2008**

[www.americansforthearts.org/
events/2008/convention](http://www.americansforthearts.org/events/2008/convention)



www.AzCitizensforthearts.org

*“Every creator painfully
experiences the chasm
between his inner vision
and its ultimate
expression.*

~Isaac Bashevis Singer

2008 Governor's Arts Awards

Arizona Governor Janet Napolitano presented the 27th Annual Governor's Arts Awards to two organizations, three individuals and one corporation in front of almost 900 arts supporters, advocates and artists at The Arizona Biltmore on Wednesday, April 23. The honorees were selected by an independent panel of judges from a field of more than 41 nominees from 12 Arizona communities.

The winners of the 27th annual Governor's Arts Awards are:

- **Artist:** Mark Klett, Professor of Art, Arizona State University, Tempe
- **Arts in Education:** Valley Youth Theatre, Phoenix
- **Community Award:** Arts for All, Inc., Tucson
- **Corporate Award:** Blue Cross Blue Shield of Arizona
- **Individual Award:** Jessica Andrews, Phoenix and Tucson
- **Shelley Advocacy Award:** Dennis Kavanaugh, Mesa

This year the Governor's Arts Awards featured the work of outstanding Arizona clay artists Nicholas Bernard of Scottsdale, Jeremy Briddell of Tempe, Susan Folwell of Tucson, Jason Hess of Williams,

Angel Luna of Yuma, and Faraday Newsome of Mesa (*pictured*). Robert C. Booker, Executive Director of the Arizona Commission on the Arts, and a member of the selection committee, said, "My experience as a potter and my time in Minnesota where so many great ceramic artists, like the American master Warren MacKenzie live, taught me to appreciate work in clay as a true art form. Ceramics can be both contemporary and reflect the past at the same time. Arizona has a great history of ceramics and many excellent working artists from a wide variety of traditions new and old."

The Governor's Arts Awards are presented by the Office of the Governor, Arizona Commission on the Arts and Arizona Citizens for the Arts.



Arizona Public Art at Democratic National Convention

A photographic selection of Arizona public art will be on view at the Denver International Airport during the Democratic National Convention, August 25 – 28, 2008. The exhibition will feature: *Go, Go, Go* from Glendale; *Arizona Falls* from Phoenix; *Windows to the Past, Gateway to the Future* from Tucson; as well as *Knight Rising* and *Cactus Mirage* from Scottsdale. Arizona is one of eight states invited to display at this exhibition.

This document is available in an alternate format by contacting the Arts Commission at (602) 771-6501.



Arizona Commission on the Arts
the state arts agency
Editor: Christopher Burawa
(602) 771-6526
cburawa@azarts.gov
Design: Stacey Wong
swong@azarts.gov
This publication is available
on our website at www.azarts.gov



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Arizona
commission
on the arts
417 W. Roosevelt Street
Phoenix AZ 85003-1326
(602) 771-6501 www.azarts.gov
Bulletin
Spring 2008 #289

Non Profit Org
US Postage
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Phoenix, AZ
Permit No. 460